



# ***NEWS RELEASE***

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## **Old Fashioned Family Medical Practice Back in Style using SBA Assistance**

**Rancho Mirage, CA** – Growing up in Los Angeles, Dr. Chris Flores decided to follow in his brother's footsteps and become a physician. He performed his undergraduate studies at Stanford University, where he majored in biological science, and then graduated from the University of California – Irvine School of Medicine. Dr. Flores stated, "I've always had this idea that I wanted to contribute to the community, so I thought I'd become a family physician." As a physician Flores encountered red tape and bureaucracy with the medical insurance companies which kept him from spending time with his patients. "There's been a growing focus in the medical industry to maximize reimbursements, which I found very frustrating, and the rules kept changing. What was covered last year might not be covered this year," he said.

As a result, Dr. Flores and his wife Maricela moved to the Coachella Valley. His goal was to open an "old fashioned" family medical practice based on a fee for service structure. "I was tired of insurance companies dictating how to practice medicine," Flores said. In December 2004 Dr. Flores came to the Small Business Development Center for assistance, bringing some rough ideas and a general vision of his business model. He met with SBDC consultant Brad Mix who provided the technical assistance to develop a solid business plan, including financial projections, a marketing plan and strategy to build a patient base. "His diverse and extensive experience in business was obvious from the first day we met. He stood out from previous consultants with whom we had worked. His familiarity with the local marketplace and his numerous connections in the community were invaluable". Today, Flores' practice is thriving and he attributes his success, in part, to following through with Mix's advice. The rest is good customer service.

The Coachella Valley Small Business Development Center provides technical assistance and training to prospective small business owners as well as those already in business and can be reached at 760-864-1311. The SBDC program is partially funded by the U.S. Small Business Administration.

For more information on SBA programs and services in Orange, Riverside, and San Bernardino counties call the Santa Ana District Office at 714-550-7420 or visit the website at [www.sba.gov/ca/santa](http://www.sba.gov/ca/santa).

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